

**REPORT TO THE TWENTY-FIFTH LEGISLATURE  
STATE OF HAWAII  
2009**

PURSUANT TO SECTION 3, ACT 13, FIRST SPECIAL SESSIONS LAW OFS HAWAII, 2008  
REQUIRING THE MANUFACTURERS OF TELEVISIONS TO GIVE A  
REPORT ON THE COLLECTION, TRANSPORTATION, AND RECYCLING  
OF TELEVISIONS SOLD IN THE STATE OF HAWAII

PREPARED BY:

TELEVISION TEMPORARY WORKING GROUP  
AND  
STATE OF HAWAII  
DEPARTMENT OF HEALTH  
OFFICE OF SOLID WASTE MANAGEMENT  
DECEMBER 2008

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## **EXECUTIVE SUMMARY**

Electronic Manufacturers are supportive of Hawaii's recycling law for computers, televisions, and other electronic devices.

Based on a review of e-waste laws in various states, television manufacturers would like Hawaii to adopt a "market share" accounting method as the preferred approach to television recycling, instead of the "return share" approach. The Information Technology Industry Council (representing nine of the major television manufacturers) submitted a proposal to amend the current law to reflect the "market share" concept similar to the North Carolina television law. Upon adoption of the amendments, manufacturers will be able to develop detailed recycling programs for the collection, transportation, and recycling of televisions sold in the State.

### **I. INTRODUCTION**

The purpose of Act 13 (SB 2843 SD 2, HD 3, CD 1) is to encourage recycling of electronic devices sold within the State by establishing an electronic device recycling program.

Later versions of SB 2483 covered televisions like other electronic devices (It defined electronic devices as computer, computer printer, monitor, or television, whether cathode ray tube based or flat panel based, or a portable computer, with a screen size greater than four inches measured diagonally) and require each manufacturer to "take back" their old products. Certain television manufacturers expressed concern that this "return share model" creates an unfair economic advantage to new television manufacturers.

To address the concerns of the television industry, the Act requires further study and has the following provisions: The Department of Health was directed to establish a temporary working group that consist of:

1. The director of health or the director's designee; and
2. A representative of each manufacturer of televisions, whether cathode ray tube-based or flat panel-based, that are sold or offered for sale in the State as of the effective date of this Act.

The working group shall develop a plan to establish, conduct, and manage a program for the collection, transportation, and recycling of televisions sold in the State, to be implemented no later than January 1, 2010. The department of health shall provide necessary administrative, professional, technical, and clerical assistance to the working group.

The working group shall submit a report of its findings and recommendations, including any proposed legislation, to the legislature no later than twenty days prior to the convening of the regular session of 2009.

The working group shall dissolve on June 30, 2009.

If a separate plan for the collection, transportation, and recycling of televisions is not implemented before January 1, 2011, the definition of "covered electronic device" found in section 1 as enacted pursuant to section 2 of this Act shall be amended to include televisions.

## **II. Temporary Workgroup Participants**

The Department of Health's Solid and Hazardous Waste Branch was tasked to contact and convene a task force of television manufacturers that sell products in the State of Hawaii. During September and October, the department contacted Scott Matsuura of SPJ consulting (representing Thomson Inc.), Valerie Rickman of Information Technology Industry Council (representing 69 of the nation's leading high-tech companies), Megan Ehrett of Thomson Inc (member of the Electronics Manufacturers Coalition for Responsible Recycling) to coordinate a conference call with interested television manufacturers. On October 27, the following companies participated in a DOH sponsored conference call:

<u>Company</u>	<u>Representatives</u>
Mitsubishi	Missy Hayes
LG	Tim Grady
Sharp	Frank Marella
Sony	Robert Bernault
Sanyo	Steven Bernard/Brenda White
Thompson Inc.	Scott Matsuura
GE	Joanne McMahon
Information Technology Industry Council (representing 69 companies Appendix B)	Colleen Pickford
Hawaii Department of Health	Steven Chang/Grace Simmons/ Wendy Okazaki/ Lane Otsu

## **III. Manufacturers Findings and Recommendations**

### **A. "Market Share" approach to television recycling**

James DiGiorgio of General Electric\* submitted the following comment:

“ Requiring present-day television manufacturers to fund a television recycling program based on their respective current market share is the most equitable way to allocate today’s recycling cost among today’s marketplace participants at no cost to consumers. Such an approach ensures that newly established manufacturers are not given a “free pass” on recycling costs until their branded products begin to appear in the recycling stream. Given the relatively long lifespan of televisions, this could be more than a decade from now when, in some instances, some of today’s marketplace participants may no longer be in business.

Unlike computer equipment televisions do not lend themselves well to “takeback” programs. This is because many manufacturers of older televisions are no longer in business, televisions are not as easily transportable as computers, and obsolete televisions are not as valuable for recycling or reuse as used computers. All of the states that enacted a television recycling law in 2008 concluded that present-day manufacturers should shoulder the costs associated with the modern-day issue of television recycling. Like the majority of other states that have examined this issue, we urge Hawaii to conclude that a “market share” approach is the preferred approach to television recycling.”

\*see full text in Appendix A

## **B. Proposed Legislation**

Valerie Rickman of ITI\* submitted the following comments on proposed legislative language:

“ITI and our member companies support reasonable efforts to promote the safe and appropriate recycling of used electronics products to help meet the important environmental goal of increasing resource conservation and recovery. The accompanying proposal has been developed with the support of ITI’s members and we are confident that the implementation of this proposal will satisfy the needs of the residents of Hawaii.

ITI’s proposal contains several key elements that are essential to a successful recycling program for televisions. The proposal allows for flexibility, collaboration, and the proper allocation of responsibilities among

all current market participants. We have prepared legislative language based on the recently passed North Carolina television program, and have merged the program requirements of North Carolina's program with the requirements of the IT program in Hawaii. The intended outcome is a program that satisfies the recycling needs of residents and also eases the administrative burden to the Department associated with administering two recycling programs."

\*see full text in Appendix B

#### **IV. Proposed Manufacturers Plans**

To date, the department has not received any detailed recycling plans from television manufacturers. The television manufacturers would like to first see the State of Hawaii adopt a "market share" accounting method.

It should be noted the many major manufacturers of televisions are also manufacturers of electronic devices (i.e. Sony, Toshiba and Panasonic). If the State adopts a "market share" accounting method for televisions along with the current "return share" accounting method for their electronic devices, these manufacturers will have to adapt their recycling plans to accommodate both accounting methods.

Based on the department's research and conversation with several manufacturers, there are at least three options.

##### **Option 1: Example of an Individual Program**

Sony established a national recycling program for consumer electronics. The Sony Take Back Recycling Program allows consumers to recycle all Sony-branded products for no fee at 75 Waste Management (WM) Recycle America eCycling drop-off centers throughout the U.S. The program, began on September 15, 2007 was developed in collaboration with WM Recycle America, LLC, a wholly owned subsidiary of Waste Management, Inc. The program also allows consumers to recycle other manufacturers' consumer electronics products at market prices, and may include a recycling fee for some types of materials.

This is the first national recycling initiative in the U.S. to involve both a major electronics manufacturer and a national waste management company.

As the Sony Take Back Recycling program expands, the number of eCycling drop-off centers will increase to at least 150 sites within a year, with at least one location in every state through a combination of WM Recycle America locales and WM external service partners.

Sony and WM Recycle America are also working towards the goal of having enough drop-off locations in all 50 states so there is a recycling center within 20 miles of 95 percent of the U.S. population.

Consumers will also have the option of shipping their used Sony electronics products to select WM Recycle America locations.

### **Option 2: Example of a Group Program**

Established as a joint venture by Panasonic Corporation of North America, Sharp Electronics Corporation and Toshiba America Consumer Products, LLC, Electronic Manufacturers Recycling Management Company, LLC ("MRM") will develop and operate a national take-back and recycling program that is open to all manufacturers. The joint venture company has been set up to serve the needs of electronics manufacturers who will be responsible for take-back of products under new electronic waste recycling laws, as well as the needs of consumers for convenient access to electronic recycling opportunities.

### **Option 3: Mail Back Program**

Many computer manufacturers have implemented programs to recycle their products through mail back programs. Mail back programs are normally favored by manufacturers of smaller devices (i.e laptops, cell phones and printers). Manufacturers of smaller television units may consider this option.

## **V. Department of Health Findings and Recommendations**

The Department has received numerous calls from the Electronics Industry regarding the implementation of Section 1 of Act 13. In order to clarify the intent of the law, the Department recommends the following changes;

### **A. Amend definition of covered electronic device**

**[§339D-1] Definitions.** As used in this chapter:

"Covered electronic device" *[See note below]*:

- (1) Means a computer, computer printer, computer monitor, or portable computer~~[7]~~ with a screen size greater than four inches measured diagonally; and

As written, the definition may imply that all computers, computer printers, computer monitors, and portable computers must each have a screen (four inch diagonal) in order to be a covered electronic device.

**B. Delete exemption for manufacturers of specialized computers with sales of no more than one hundred computers per year**

**[§339D-1] Definitions.** As used in this chapter:

- (5) For whose account covered electronic devices manufactured outside the United States are or were imported into the United States; provided that if at the time such covered electronic devices are or were imported into the United States and another person has registered as the manufacturer of the brand of the covered electronic devices, this paragraph shall not apply; provided that the term "manufacturer" shall not include persons ~~[located in the State]~~who manufacture ~~[specialized]~~computers and have sales of no more than one hundred computers per year.

The distinction made between in-state and out-of-state manufacturers violates the principle that all persons must be afforded the equal protection of the laws.

A law that has the effect of favoring in-state interests over the interests of those who may be out-of-state, places an impermissible burden on the out-of-state interests and is considered protectionist. Here, the exemption for manufacturers who produce fewer than one hundred specialized computers is limited to manufacturers who are "located in the State." Because of the disparate impact on out-of-state manufacturers, this exemption appears to violate the United States Constitution.

This bill's failure to define "specialized computers" (as distinct from any other kind of computer) renders the exemption for in-state manufacturers void for vagueness.



- C. The department does not now endorse the market or return share approach or specific recycling programs and will continue to review the issues.**

**APPENDIX A**  
**Comments of James A DiGiorgio, General Electric**



**James A DiGiorgio**  
Licensing and Trading  
General Counsel

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November 5, 2008

Hawaii State Department of Health  
1250 Punchbowl Street  
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Attention: Steven Chang

RE: Television Recycling

Dear Mr. Chang:

Thank you for including General Electric in recent discussions regarding the issue of recycling televisions in Hawaii. We greatly appreciate having the opportunity to further provide you with General Electric's perspective on this matter. Since the purpose of this letter is to provide our perspective on television recycling and since General Electric is neither a former nor current computer manufacturer, we offer no commentary on electronic recycling matters that relate to computers.

**GE supports e-recycling programs.** General Electric supports workable and environmentally sustainable e-recycling programs in Hawaii for devices such as computers and televisions. We applaud the State and the Legislature for their efforts towards these goals. A couple of years ago, General Electric launched Ecomagination, a business strategy based upon the idea that by investing in technologies to help solve global problems from climate change to fresh-water shortages, our business can grow sustainably in a world where there is more scarcity and higher energy costs. Developing sustainable global solutions is a responsibility that our CEO, Jeff Immelt, takes seriously. This is why General Electric strongly supports electronics recycling programs, particularly as more consumers replace their televisions in anticipation of the nationwide switch to HDTV in February 2009.

**Hawaii is important to GE.** General Electric has a variety of business operations in Hawaii, including industrial commercial finance, infrastructure and healthcare operations. Our employees work at facilities located in Honolulu, Hilo and Kailua-Kona. GE makes annual contributions to community and educational endeavors in the state.

**GE's television manufacturing history.** General Electric has not manufactured televisions for over twenty-five years. General Electric has never manufactured televisions in Hawaii. Beginning in March 2009, General Electric-branded HDTV's will become available in various US markets. These televisions will not be manufactured by General Electric, but will be produced through a joint venture in which General Electric is a partner.

**"Return" and "market share" approaches defined.** Since television recycling discussions frequently utilize the terms "return share" and "market share," we thought it would be helpful to provide you with our understanding of these terms. Under a "return share" approach for televisions, each manufacturer is individually responsible for costs associated with the handling, collecting and recycling of televisions produced by that manufacturer. Televisions are collected, handled and sorted at state-run consolidation facilities. The state sends invoices to each individual manufacturer for each television collected and attributable to each individual manufacturer. The facility also collects, handles and identifies "orphan" televisions, namely those for which no manufacturer can be identified or for which no manufacturer is in business and for which no successor in interest exists. All participating manufacturers are assessed a *pro rata* share for costs associated with handling and collecting "orphan" televisions. No fees, costs or responsibilities are assessed to those manufacturers that are new entrants to the television marketplace. Maine is the only state utilizing this approach to television recycling.

Under a "market share" approach, each present-day manufacturer contributes to the financing of a recycling program, with yearly contributions based on each individual manufacturer's prior annual television sales. Present-day television manufacturers wholly finance the program. "Orphan" televisions are not an issue, since the program accepts all discarded televisions, regardless of whether the manufacturer is identifiable or still in existence. Several states utilize the "market share" approach for recycling televisions, as more fully described below.

**The majority of television recycling laws utilize a "market share" approach.** In the absence of a federal law, various states have adopted a patchwork approach to the issue of electronics recycling. With respect to televisions, eleven jurisdictions have enacted laws applicable to recycling televisions. These are Connecticut, Illinois, Maine, Minnesota, New Jersey, New York City, North Carolina, Oregon, Rhode Island, Washington and West Virginia. In 2008 alone, eight jurisdictions enacted or amended laws applicable to television recycling, namely: Connecticut, Illinois, New Jersey, New York City, North Carolina, Rhode Island and West Virginia. Of these, seven adopted a "market share" approach to televisions or, in the case of West Virginia, ensured that the law applies only to present-day television manufacturers. Only New York City applied a "return share" approach to television recycling.

As written, Hawaii's electronics recycling law would revert to a "return share" approach for television recycling if no other approach is adopted. As such, it is important to examine the other two jurisdictions that apply this approach to televisions. To date, only Maine and New York City apply a "return share" approach to recycling televisions. Maine's law was enacted in 2004 and it is our understanding that Maine is actively considering updating its law to replace the "return share" approach for televisions with a "market share" approach. New York City's law, enacted in March 2008, is not yet operational and has already encountered numerous setbacks in terms of implementation. If Maine's law is revised to adopt a "market share" approach and Hawaii's law is not revised, Hawaii could be the only state applying a "return share" approach to recycling televisions.

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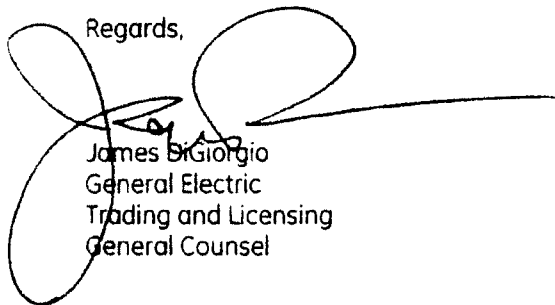
**Hawaii should adopt a "market share" approach to television recycling.** Requiring present-day television manufacturers to fund a television recycling program based on their respective current market

share is the most equitable way to allocate today's recycling costs among today's marketplace participants at no cost to consumers. Such an approach ensures that newly established manufacturers are not given a "free pass" on recycling costs until their branded products begin to appear in the recycling stream. Given the relatively long lifespan of televisions, this could be more than a decade from now when, in some instances, some of today's marketplace participants may no longer be in business.

Unlike computer equipment, televisions do not lend themselves well to "takeback" programs. This is because many manufacturers of older televisions are no longer in business, televisions are not as easily transportable as computers, and obsolete televisions are not as valuable for recycling or reuse as used computers. All of the states that enacted a television recycling law in 2008 concluded that present-day manufacturers should shoulder the costs associated with the modern-day issue of television recycling. Like the majority of other states that have examined this issue, we urge Hawaii to conclude that a "market share" approach is the preferred approach to television recycling.

We thank you for your consideration and are available to further discuss this matter should you wish to do so.

Regards,



James DiGiorgio  
General Electric  
Trading and Licensing  
General Counsel

**APPENDIX B**  
**Comments of Valerie Rickman Information Technology Industry**  
**Council**



**Information Technology Industry Council**  
Leading Policy for the Innovation Economy

Mr. Steven Chang  
Chief, Solid & Hazardous Waste Branch  
Hawaii Department of Health  
(808) 586-4226

November 19, 2008

Dear Mr. Chang:

The Information Technology Industry Council (ITI) would like to thank the Department for the opportunity to submit the following proposal. ITI's Environmental Leadership Council represents numerous leading manufacturers of IT equipment, televisions and other consumer electronics devices that are subject to the City's electronics recycling ordinance.

ITI and our member companies support reasonable efforts to promote the safe and appropriate recycling of used electronics products to help meet the important environmental goal of increasing resource conservation and recovery. The accompanying proposal has been developed with the support of ITI's members and we are confident that the implementation of this proposal will satisfy the needs of the residents of Hawaii.

ITI's proposal contains several key elements that are essential to a successful recycling program for televisions. The proposal allows for flexibility, collaboration, and the proper allocation of responsibilities among all current market participants. We have prepared legislative language based on the recently passed North Carolina television program, and have merged the program requirements of North Carolina's program with the requirements of the IT program in Hawaii. The intended outcome is a program that satisfies the recycling needs of residents and also eases the administrative burden to the Department associated with administering two recycling programs.

**Key Definitions**

(a) **"Covered television"**: (1) means a television; and (2) Shall not include: (A) A television that is functionally or physically a part of, or connected to, or integrated within a larger piece of equipment or system designed and intended for use in an industrial, governmental, commercial, research and development, or medical setting, including but not limited to diagnostic, monitoring, control or medical products (as defined under the Federal Food, Drug, and Cosmetic Act), or equipment used for security, sensing, monitoring, anti-terrorism, emergency services purposes or equipment designed and intended primarily for use by professional users; (B) A television that is part of a motor vehicle or any component of a motor vehicle assembled by or for a motor vehicle manufacturer or franchised dealer, including replacement parts for use in a motor vehicle.

(b) **"Household"**: means any occupant of a single detached dwelling unit or of a single unit of a multiple dwelling unit who has used a covered television at a dwelling unit primarily for personal or home business use.

(c) **"Market share"**: A television manufacturer's obligation to recycle discarded televisions. A television manufacturer's market share is the television manufacturer's prior year's sales of televisions (by weight) as calculated by the Department divided by all manufacturers' prior year's



sales for all televisions (by weight) as calculated by the Department. Market share may be expressed as a percentage, a fraction, or a decimal fraction.

(d) **“Television”**: Any electronic device that contains a tuner that locks on to a selected carrier frequency and is capable of receiving and displaying of television or video programming via broadcast, cable, or satellite, including, without limitation, any direct view or projection television with a viewable screen of 9 inches or larger whose display technology is based on cathode ray tube (CRT), plasma, liquid crystal (LCD), digital light processing (DLP), liquid crystal on silicon (LCOS), silicon crystal reflective display (SXR), light emitting diode (LED), or similar technology marketed and intended for use by a household. The term does not include a computer, computer printer, computer monitor, or portable computer.

(e) **“Television manufacturer”**: A person that: (i) manufactures for sale in this State a television under a brand that it licenses or owns; (ii) manufactures for sale in this State a television without affixing a brand; (iii) resells into this State a television under a brand it owns or licenses produced by other suppliers, including retail establishments that sell a television under a brand that the retailer owns or licenses; (iv) imports into the United States or exports from the United States a television for sale in this State; (v) sells at retail a television acquired from an importer that is the manufacturer as described in (i) of this subdivision, and the retailer elects to register in lieu of the importer as the manufacturer of those products; (vi) manufactures a television for or supplies a television to any person within a distribution network that includes wholesalers or retailers in this State and that benefits from the sale in this State of the television through the distribution network; or (vii) assumes the responsibilities and obligations of a television manufacturer under this Part. In the event the television manufacturer is one that manufactures, sells, or resells under a brand it licenses, the licensor or brand owner of the brand shall not be considered to be a television manufacturer under (i) or (iii) of this subdivision.

**Requirements for television manufacturers.**

- (a) By January 1, 2010, each television manufacturer, before selling or offering for sale televisions in the State, shall register with the Department and, at the time of registration, shall pay an initial registration fee of two thousand five hundred dollars (\$2,500) to the Department. Thereafter, if a television manufacturer has not previously registered, the manufacturer shall register with the Department prior to any offer for sale for delivery in this State of the television manufacturer's new televisions. A television manufacturer that has registered shall pay an annual renewal registration fee of two thousand five hundred dollars (\$2,500) to the Department. The annual renewal registration fee shall be paid to the Department by January 1 of each year.
- (b) The registration and each renewal shall include a list of all of the television manufacturer's brands of covered televisions and shall be effective on the second day of the succeeding month after receipt by the Department of the registration or renewal.
- (c) A television manufacturer shall provide the Department with contact information for the television manufacturer's designated agent or employee whom the Department may contact for information related to the television manufacturer's compliance with the requirements of this section.





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- (d) The obligation to recycle covered televisions shall be allocated to each television manufacturer based on the television manufacturer's market share multiplied by the total pounds of televisions recycled by all manufacturers during the previous program year. Beginning in program year 2012, a television manufacturer must annually recycle or arrange for the recycling of its market share of covered televisions pursuant to this section.
- (e) A television manufacturer may fulfill the requirements of this section either individually or in participation with other television manufacturers.
- (f) A television manufacturer shall report to the Department by March 31, 2012, and annually thereafter, the total weight of covered televisions the manufacturer collected in the State and recycled during the previous year.

**Retailer Responsibilities**

- (a) Beginning January 1, 2011, a retailer shall not sell or offer to sell any covered television in this State unless a visible, permanent label clearly identifying the manufacturer of that device is affixed to the equipment and the television manufacturer has registered with the State.
- (b) Beginning January 1, 2011, retailers shall make available to their customers information on collection services in the State, including the Department's website and toll-free telephone number. Remote retailers may include this information in a visible location on their website to fulfill this requirement.

**Department Responsibilities**

- (a) The Department shall use State-specific television sales data or national television sales data available from commercially available analytical sources to determine each television manufacturer's recovery responsibilities for televisions based on the manufacturer's market share. If the Department uses national sales data, the Department shall extrapolate data for the State from national data on the basis of the State's share of national population. The Department shall seek to establish the most accurate determination of each manufacturer's market share and may rely on supplemental sources of information to achieve this goal.
- (b) By May 1, 2012 and annually thereafter, the Department shall notify each manufacturer of its non-binding recycling obligation. Each manufacturer's obligation will be based on that manufacturer's market share from the previous year multiplied by the total pounds of televisions collected by all manufacturers during the previous program year.
- (c) Beginning January 1, 2011, the Department shall include on the website and toll-free number maintained in accordance with § 6(a) of Act 13 of the First Special Legislative Session of 2008 current information on where households can return covered televisions for recycling.

If you have any questions regarding this proposal or would like further information, please contact me at [vrickman@itic.org](mailto:vrickman@itic.org) or (202) 626-5729. We look forward to further engagement on this important issue and welcome the opportunity to provide more information or background for your additional consideration.



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Regards,

A handwritten signature in black ink, appearing to read "V. Rickman". The signature is fluid and cursive, with the first letter of the first name being a large, stylized "V".

Valerie Rickman  
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**ABOUT ITI**

The Information Technology Industry Council (ITI) represents the nation's leading high-tech companies and is recognized as one of the most effective advocacy organizations for the tech industry in Washington and internationally. ITI helps member companies achieve their policy objectives through building relationships with Members of Congress, Administration officials, and foreign governments; organizing industry-wide consensus on policy issues; and working to enact tech-friendly government policies.



## Environmental Leadership Council

### 2008 Environmental Leadership Council Members

1. 3M Corporation
2. Acer/Gateway
3. Advanced Micro Devices
4. Agilent Technologies
5. Akzo Nobel Coatings Inc.
6. Alcatel-Lucent
7. Ametek Inc.
8. Apple Inc.
9. Avaya
10. Bose
11. Brush Wellman Inc.
12. Canon USA Inc.
13. Carestream Health Inc.
14. Casio
15. Cisco Systems
16. Dell Inc.
17. Eastman Kodak
18. EMC
19. Epson America Inc.
20. Flextronics
21. Funai
22. Garmin
23. Hitachi
24. HP
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35. LSI Corporation
36. Medtronic Inc.
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38. Mitsubishi
39. Motorola
40. National Semiconductor
41. NCR
42. NEC Display
43. Nokia Inc.
44. NVIDIA
45. Palm Inc.
46. Panasonic
47. Philips Electronics
48. Pioneer Electronics
49. Pitney Bowes Inc.
50. Planar Systems
51. Quantum Corporation
52. RadioShack
53. Research In Motion
54. Ricoh Americas Corporation
55. Rockwell Automation
56. Samsung Electronics Co.
57. Sanyo
58. SGI
59. Sharp Electronics Corp.
60. Siemens Medical Solutions USA
61. Sony Electronics Inc.
62. Sun Microsystems Inc.
63. Tektronix Inc.
64. Texas Instruments
65. Thomson
66. Toshiba America Inc.
67. TTE Technology
68. Xerox Corporation
69. Yamaha Corporation of America



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## MRM LAUNCHES NATIONAL RECYCLING INITIATIVE

**Minneapolis, MN (October 30, 2008)** – Today, MRM, a leading provider of e-waste recycling management services to manufacturers, will begin creating a national recycling infrastructure that manufacturers can utilize to provide convenient recycling opportunities for their customers. Panasonic Corporation of North America, Sharp Electronics Corporation and Toshiba America Consumer Products, LLC, will be the first companies to utilize this expanded recycling service to operate their individual manufacturer recycling programs. MRM's goal is to address America's e-waste recycling needs most efficiently by bringing the electronic product manufacturing community together into a unified voluntary effort.

This new initiative will enable MRM to expand its operations beyond its current compliance management activities in Minnesota and Texas. Now entering its second year of operations, MRM has successfully implemented and currently manages recycling services in these two states for some 25 individual electronics manufacturers.

The first phase of the MRM nationwide ramp-up will kick off in November with management of electronics recycling for manufacturers in several additional states, including California, Connecticut, New Hampshire, New Jersey, New York, Oregon,

**Electronic Manufacturers Recycling  
Management Company LLC**  
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## APPENDIX C

### Group Recycling Plan



Pennsylvania, and Wisconsin. MRM will continue its expansion until its services cover all 50 states. Additional details on MRM's plans will be available in January 2009.

"MRM is focused on enhancing the sustainability of individual company brands and product offerings through convenient, environmentally sound and efficient recycling," said MRM President David Thompson. "This type of collaborative effort is essential to providing consumers with convenient recycling opportunities and to achieving practical, long-term solutions."

"The power of MRM's platform is its capacity to help the electronics industry move beyond individual company programs that focus on only a single company brand, often at separate, widely dispersed and costly collection locations, to make use of a common efficient system," said Tricia Conroy, MRM's Executive Director. "Our consolidation and management services make electronics recycling more convenient and accessible for both consumers and manufacturers."

MRM is open to support the programs of all manufacturers, and already works with governments, retailers, non-profits and private waste management companies to offer consumers convenience, while minimizing the environmental burden associated with driving long distances to drop off electronic products for recycling.

Building on its commitment to responsible recycling, MRM, in this first phase of its expansion, will utilize the services of two leading recyclers—CRT-Processing, based in Janesville, Wisconsin, and ECO-International, headquartered in Vestal, New York. With these recyclers and their collection infrastructure, the MRM network will encompass over 160 collection sites and several other collection partners across 10 states. A list of participating sites will be available by November 1 at [www.MRMrecycling.com](http://www.MRMrecycling.com).

**Electronic Manufacturers Recycling  
Management Company LLC**

P.O. Box 300038  
Minneapolis, MN 55403  
Tel: (612)377-6031



"MRM looks forward to working with recycling stakeholders and electronic manufacturers themselves to make our expanded services a success," said Ms. Conroy.

#### **About MRM**

Established as a joint venture by Panasonic Corporation of North America, Sharp Electronics Corporation and Toshiba America Consumer Products, LLC, Electronic Manufacturers Recycling Management Company, LLC ("MRM") will develop and operate a national take-back and recycling program that is open to all manufacturers. The joint venture company has been set up to serve the needs of electronics manufacturers who will be responsible for take-back of products under new electronic waste recycling laws, as well as the needs of consumers for convenient access to electronic recycling opportunities. For more information see [www.MRMrecycling.com](http://www.MRMrecycling.com)

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